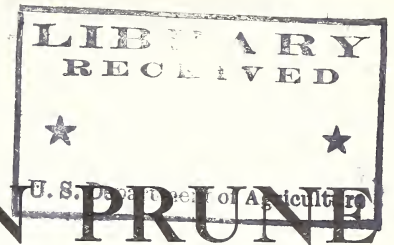


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THE NEW BURTON PRUNE

THE BEST PRUNE KNOWN TO COMMERCE

Dries 20-30 to the pound; no fermentation; abundant pulp of fine flavor and good sugar content; does not bloat or crack; tree a consistent, regular and heavy bearer; in brief the best commercial prune in existence.



TREES FOR SALE BY

THE CALIFORNIA NURSERY CO.
NILES, CALIFORNIA



The Need of a Better Prune

THE California prune industry constitutes a leading factor in the horticultural wealth of the state; the annual production averages one year with another about 115,000 tons of the dried product. It is probably safe to say that the larger portion of this volume represents the smaller sizes of dried prunes, going 80-90s and 60-70s to the pound. Since price is largely regulated by size, the smaller fruit bringing the lower price, while the extra large fruits are sold under "Extra Fancy" and "Fancy," grades commanding correspondingly higher prices.

Commercially the French prune is generally meant unless otherwise specified, however, in practical horticulture there are a number of strains known under various local names, some of which are decided improvements on the ordinary type of French prune, their chief advantage being a larger sized fruit. Indeed, the French prune (Prune d' Agen, Petite Prune) is a sweet, finely flavored and excellent drying fruit, but its tendency to run to small sizes which, particularly in seasons of scant rainfall, is apt to dominate the entire crop. No cultural method will change the size of French prunes beyond certain limits; nor can much be anticipated by fertilization, pruning, etc. Improved strains have been more or less a feature of Californiaan horticulture for over fifty years, some of which have attained commercial rank in our standard fruit varieties.

What the prune growers, shippers and dealers require in a prune is a good sugar content, abundance of flesh and drying without any fermentation, bloating or cracking. If to these qualities we can add size we will have an ideal fruit for both grower and consumer.

The New Burton Prune

A PRUNE that averages 20-30 to the pound and meets all of the foregoing demands is certainly out of the ordinary, and may well be worth serious consideration. And such a fruit we have in the new BURTON PRUNE, trees of which are being offered this year for the first time. Like so many of our fruits possessing high commercial rank this new variety took inception on a commercial prune orchard where economic values are dominant. The plant breeder, Mr. R. E. Burton, of Vacaville, has been a practical orchardist and a keen observer and close student of tree and plant life for nearly half a century. An Englishman by birth, he came to California in 1874, and in May of the same year we find him settled in Vacaville Valley, engaged actively in horticulture, first as a fruit grower, and later in research work and the exploitation of new varieties. Touching its history and introduction the following from the pen of Mr. Burton will be found interesting:

"In my early horticultural work I secured trees of the Imperial Epineuse prune from John Rock, (then head of the California Nursery Company) and also trees of the Clairac Mammoth prune from Felix Gillett. This was in 1886. When these trees came into bearing it was found that both were one and the same thing. In 1896 I grafted part of a Tragedy tree into Rock's Imperial Epineuse; it was a seed from this tree that produced the prune now known as the 'Burton Prune'.

"From the seed of this tree I grew in 1906 about 75 to 100 seedlings on the banks of a creek near my home, the half of which were destroyed before I discovered my loss. Out of the remainder, however, I found one tree of an unusual and striking appearance, from which I took buds, put them into sucker growth on an old peach stump in the orchard. From this bud I harvested some prunes that were so unusual as to size, quality of flesh, color and character of skin and drying advantage that I thought it really worth while to continue experimenting with the new fruit. In 1915 I worked over about 160 trees in the orchard, chiefly almond and some Myrobolan. In 1920 I harvested my first crop, which was sold (dried) to Mr. Abrahamsen (of Guggenheim & Co., San Francisco) mixed with the Imperial Epineuse variety

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*Mr. Burton proudly exhibiting
his most remarkable production
THE BURTON PRUNE*



*An exact reproduction of the BURTON PRUNE.
Note the large size of these fruits even with the
heavy setting on the branches.*

[Continued from Page One]

grown in the same orchard. For several years this practice was continued. Mr. Abrahamsen was unstinted in his praise of what is now the Burton prune, which I had by that time named the 'Date'. Correspondence with the U. S. Department of Agriculture at Washington advised against this as there was already a prune under that name."

Character and Description

DECIDEDLY a drying fruit, meeting every requirement of a superior dried product.

Season—Middle August-September.

Quality—Distinctly drying, but will unquestionably be valuable for table and shipping.

Fruit—In type like the French prune (Petite d'Agen) but in size the largest and best drying commercial prune yet introduced; in shape obovate, necked at the base. The remarkable size the fruit attains on unirrigated land in the Vacaville Valley is a pronounced factor in its favor.

Skin—A rich violet-purple covered with a light blue bloom.

Flesh—A rich golden yellow, fine grained, tender, sweetly acidulous, aromatic and sprightly.

Pit—Oval, flattened and somewhat ribbed. The pit is small when compared to the immense size of the fruit, which averages 20-30 to the pound.

Tree—A strong, vigorous, upright grower, a consistent and regular bearer of good crops, leaves very large, thick, smooth, with serrated margins; quite resistant to the attacks of red spider.

Should Be Widely Planted

FOR several years we have had the behavior and quality of the Burton prune under close and critical observation, which fact has lead to the conviction that it is destined to be widely planted wherever the prune has attained commercial rank. An experience covering over half a century in operating orchards and growing trees affords a background on which to form an intelligent judgment, which is that no intending planter will make a mistake in selecting the Burton prune in the planting of a commercial prune orchard.

THE BURTON PRUNE ENDORSED

The Trade Will Want It

"The Burton is a splendid prune, having much more flavor when stewed than smaller varieties; my family was delighted with it. In my judgment there will undoubtedly be quite a large demand for it from the select trade."—*Peter Bisset, Bureau of Plant Industry, U. S. Dept. of Agriculture, Washington, D. C.*

Firm, Sweet, Fine Grain and Flavor

"The Burton prune is at this writing ripening in Mr. Burton's orchard. The trees are a wonderful sight, bending almost to the ground under their load of prunes, many of which weigh two ounces each and practically all of which will average larger than 30 to the pound dried. The new prunes are handled and cured in the same way that French prunes are and it takes them only a very few hours longer to cure, than the much smaller French variety. They do not show any bruised injuries from ordinary handling, and are a beautiful yellow color clear to the pit. They hang well on the trees until thoroughly ripened, when a light shake makes them drop. They dry into firm, sugary, fine-textured, fine flavored prunes which a Napa packer pronounced the best he had ever handled after he had dried some last fall."—*R. E. Hodges in The Pacific Rural Press.*

Submitted to the Acid Test

"This writer likes to get full—of prunes, but he wants fine texture and real, rich, pruny flavor. He would rather fill a soup plate with pits at every meal and get flavor than fill up on two mushy, insipid large prunes. So he put this Burton prune to the acid test. He had seen it drying on the trays and noted that it dried in fine shape and in only a few hours longer than the time required for French prunes on neighboring trays. He split it open and proved that it dried out a rich, even amber color, clear to its medium-sized, light-colored pit. Eaten raw, he had noticed the fine texture and rich, pleasing flavor. But he wasn't satisfied until he had carried a sack home, had them cooked and served for breakfast. Then he fell and fell hard. But for the absence of the pile of pits, he would not have known but that he was feasting on the choicest French prunes the market affords. In fact, this Burton prune is for practical purposes, a mammoth French prune."—*Ralph Newman in The Pacific Rural Press.*

Wins a Place in Eastern Markets

"We have just received a letter from the people to whom we shipped all the Burton prunes last year. They watched all sales and found that they received repeat orders on this variety. This was just what we wanted to know; they also ask if we can send them all we have this year, and they will again distribute the Burtons another year to their patrons. This is a good way to establish its commercial value. We would like to have all you produce again next year, and are willing to pay whatever the market price is. About how many will you have this year? How do you think they will run for sizes? To our way of thinking, however, they will all practically run 20-30s."—*Napa Fruit Company, by R. M. Butler, manager.*

The Best Prune in Existence

"When I first saw this fruit on the trees, I want to say frankly that I was literally taken off my feet by the very heavy crop which each tree carried, the uniform large size of the highly colored fruits being identical in shape with the French prune, excepting size, for it would take at least three average French prunes to make one Burton. The fruit to my eyes scintillated like diamonds to a jeweler. I am willing to confess that my enthusiasm was boundless.

"During my many years of experience in horticulture I have introduced many new fruits, all of which have withstood the test of time and are still catalogued and are recognized for their commercial values. This fruit is meeting with universal favor. Without fear of contradiction, I regard it as the best prune that has been brought out during the past one hundred years. I propose, in so far as my ability goes as a nurseryman, to make it my business to introduce it to every part of the world where prunes thrive.

"As a general rule trees which have a tendency to produce exceptionally large fruits are shy bearers; this is not true of the Burton, for year after year (whether the seasons are wet or dry) the trees are laden with every pound of fruit they can carry."—*Geo. C. Roeding, Fruit Grower and Nurseryman, San Francisco.*



THE CALIFORNIA NURSERY CO.

GEO. C. ROEDING, Pres.

Established 1865
Sixty-first Year

NILES, CALIFORNIA